

J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE
NEW YORK

October 22, 1942

Mr. Addison R. Taylor
Princeton University
Princeton, New Jersey

Dear Mr. Taylor:

Re: Old Gold Campus News Broadcasts

Enclosed are commercials for the week beginning October 26th, to be broadcast on the Old Gold Campus News Programs over your station.

Will you please use them, verbatim, as they are set up - that is, Opening, Campus News and Closing.

Immediately after each broadcast we would appreciate your sending us an "As Broadcast" copy of the entire script. Will you please address them to me.

Sincerely yours,

J. WALTER THOMPSON COMPANY

E. W. Jelsik
Enclosures